



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

<u>Contract / Revision</u> 826118 /		<u>Alt Order #</u> 06340121
<u>Product</u> POLITICAL		
<u>Contract Dates</u> 10/23/12 - 11/06/12		<u>Estimate #</u> 986
<u>Advertiser</u> Robert Pittenger		<u>Original Date / Revision</u> 09/25/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Michael McCray	<u>Sales Office</u> Telerep-Dallas
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Innovative Advertising .
405 North Columbia Street
Covington, LA 70433

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/29/12	11/02/12	WBTV News 530a	530-6a		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				4	\$500.00			
N 2	WBTV	11/05/12	11/06/12	WBTV News 530a	530-6a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				2	\$500.00			
N 3	WBTV	10/23/12	10/26/12	WBTV News 530a	530-6a		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				4	\$800.00			
N 4	WBTV	10/23/12	10/26/12	WBTV News 6a	6-7a		:30			NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				4	\$575.00			
D 5	WBTV	10/29/12	11/02/12	WBTV News 6a	6-7a		:30			NM	0	\$0.00
N 6	WBTV	11/05/12	11/06/12	WBTV News 6a	6-7a		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				2	\$575.00			
N 7	WBTV	10/23/12	10/26/12	The Early Show	7-9a		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				5	\$200.00			
N 8	WBTV	10/29/12	11/02/12	The Early Show	7-9a		:30			NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$160.00			
N 9	WBTV	11/05/12	11/06/12	The Early Show	7-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				2	\$375.00			
N 10	WBTV	10/23/12	10/26/12	America Now	9a-10a		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				4	\$50.00			
N 11	WBTV	10/29/12	11/02/12	America Now	9a-10a		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$50.00			
N 12	WBTV	11/05/12	11/06/12	America Now	9a-10a		:30			NM	2	\$200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 826118 /		<u>Alt Order #</u> 06340121
<u>Contract Dates</u> 10/23/12 - 11/06/12	<u>Product</u> POLITICAL	<u>Estimate #</u> 986
<u>Advertiser</u> Robert Pittenger		<u>Original Date / Revision</u> 09/25/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$100.00			
N 13	WBTV	10/23/12	10/26/12	Rachael Ray	10a-11a		:30			NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$120.00			
N 14	WBTV	10/29/12	11/02/12	Rachael Ray	10a-11a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$100.00			
N 15	WBTV	11/05/12	11/06/12	Rachael Ray	10a-11a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$150.00			
N 16	WBTV	10/23/12	10/26/12	WBTV News At Noon	12-12:30p		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$375.00			
N 17	WBTV	11/05/12	11/06/12	WBTV News At Noon	12-12:30p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 18	WBTV	10/29/12	11/02/12	WBTV News At Noon	12-12:30p		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$600.00			
N 19	WBTV	10/23/12	10/26/12	CBS Daytime	12:30-3p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$450.00			
N 20	WBTV	11/05/12	11/06/12	CBS Daytime	12:30-3p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$450.00			
N 21	WBTV	10/29/12	11/02/12	CBS Daytime	12:30-3p		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$700.00			
N 22	WBTV	10/23/12	10/26/12	The Talk	2-3p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$350.00			
N 23	WBTV	11/05/12	11/06/12	The Talk	2-3p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$350.00			
N 24	WBTV	10/29/12	11/02/12	The Talk	2-3p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$500.00			
N 25	WBTV	10/23/12	10/26/12	WBTV News Primetime	M-F 7p-730p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$700.00			
N 26	WBTV	10/29/12	11/02/12	WBTV News Primetime	M-F 7p-730p		:30			NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$325.00			
N 27	WBTV	11/05/12	11/06/12	WBTV News Primetime	M-F 7p-730p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$700.00			
N 28	WBTV	11/05/12	11/05/12	Mon Prime Hour 1	8-9p		:30			NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,600.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
D 29	WBTV	10/22/12	10/22/12	Mon Prime Hour 1	8-9p		:30			NM	0	\$0.00
N 30	WBTV	10/24/12	10/24/12	Wed Prime Hour 1	8-9p		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$2,400.00			
N 31	WBTV	10/23/12	10/30/12	Tue Prime Hour 3	10-11p		:30			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$1,900.00			
Week:		10/29/12	11/04/12	-1-----				1	\$1,900.00			
N 32	WBTV	10/31/12	10/31/12	Wed Prime Hour 1	8-9p		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$2,400.00			
D 33	WBTV	10/24/12	10/24/12	Wed Prime Hour 1	8-9p		:30			NM	0	\$0.00
N 34	WBTV	10/25/12	11/01/12	Thur Prime Hour 1	8-9p		:30			NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$2,400.00			
Week:		10/29/12	11/04/12	---1---				1	\$2,400.00			
N 35	WBTV	10/27/12	10/27/12	Sat Prime Hour 1	8-9p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$700.00			
N 36	WBTV	11/03/12	11/03/12	NCAA Football Reg Game 2	330p-7p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$2,000.00			
N 37	WBTV	10/28/12	10/28/12	Sun Prime Hour 2	8-9p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$2,500.00			
N 38	WBTV	11/04/12	11/04/12	Sun Prime Hour 2	8-9p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$3,500.00			
N 39	WBTV	10/23/12	11/02/12	WBTV News @ 11p	11p-1135p		:30			NM	9	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,100.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,100.00			
N 40	WBTV	11/05/12	11/06/12	WBTV News @ 11p	11p-1135p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$1,100.00			
N 41	WBTV	10/28/12	11/04/12	WBTV 11p News /Sun	11-11.35p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,100.00			
Week:		10/29/12	11/04/12	-----1				1	\$1,100.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	WBTV	10/29/12-11/04/12	WBTV 11p News /Sun	11-11.35p	-----Su	:30	\$1,100.00	NM		
		See MG 41.3										
		3	WBTV	11/04/12-11/04/12	Late run late after Footb	11.30p-2a	-----Su	:30	\$1,100.00	NM		
		Ⓜ MG for 41.2 11/04										
N 42	WBTV	10/23/12	10/26/12	WBTV News 430a	430-5a		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$40.00			
N 43	WBTV	10/29/12	11/02/12	WBTV News 430a	430-5a		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Advertiser</u> Robert Pittenger		<u>Original Date / Revision</u> 09/25/12 / 10/22/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$40.00			
N 44	WBTV	11/05/12	11/06/12	WBTV News 430a	430-5a		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$40.00			
N 45	WBTV	10/29/12	11/02/12	WBTV News 6a	6-7a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$300.00			
N 46	WBTV	10/23/12	10/26/12	Price Is Right	11a-12p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$600.00			
N 47	WBTV	11/05/12	11/05/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$800.00			
N 48	WBTV	10/29/12	10/29/12	Mon Prime Hour 1	8-9p		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,200.00			
N 49	WBTV	10/29/12	10/29/12	Mon Prime Hour 3	10-11p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,500.00			
N 50	WBTV	10/23/12	10/23/12	Tue Prime Hour 1	8-9p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$2,500.00			
N 51	WBTV	10/26/12	10/26/12	Carolina Camera	8-9p, 9p-10p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$400.00			
D 52	WBTV	10/25/12	10/25/12	Thur Prime Hour 1	8-9p		:30			NM	0	\$0.00
N 53	WBTV	11/05/12	11/06/12	Price Is Right	11a-12p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$600.00			
Totals											136	\$85,690.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	54	\$34,860.00	\$29,631.00
10/29/12 - 11/06/12	82	\$50,830.00	\$43,205.50
Totals	136	\$85,690.00	\$72,836.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.